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"Superb" Strawberries. Photo taken in late July

CHOICE STRAWBERRIES

A Select List for Garden *and* Farm

Superb The Best of the Everbearers

Campbell's Early The Best First Early Variety
A new one and a money-maker

Chesapeake The Best Standard Late Variety

These three varieties make a winning combination for either the Home Gardener or the Commercial Grower

Buy Fine, Healthy, Clean-Rooted, True to Name Plants from

WILLARD B. KILLE

R. F. D. No. 2

SWEDSBORO, NEW JERSEY

“SUPERB”

EVERBEARING STRAWBERRIES

YIELD a profit the first season. They supply a want that has never been filled by any of the standard varieties. They give two crops where ordinary varieties give but one.

One acre of Superb berries netted us \$143.75 for fruit sold the first summer and fall after setting. Ordinary varieties give no fruit the first summer. We consider this fall crop as an extra. After producing this fall crop they will fruit again the following spring and make a very large crop that ripens along with the Chesapeake. If not allowed to get too thick in the row they will make a fair crop the next fall, eighteen months from planting. And another full crop the second spring.

In flavor and table quality the Superb is unexcelled.

“Soil Requirements.”

Superb Strawberries can be grown in any garden or on any plot of ground that will grow the standard varieties of berries that fruit in June only. They will also grow on soil too high for many varieties. The wise grower however, will give them the best strawberry soil available. A sandy loam, fairly retentive of moisture and well supplied with plant food will provide ideal conditions.

“Description.”

After observing Superb for about five years I would sum up its value as follows:

Superb produces large, luscious berries in abundance on parent plants and some of the first-set runners, the first year planted and keeps bearing until freezing weather.

It gives an immense spring crop, about twice as many berries as the average yield from standard sorts, and it certainly seems to be dependable.

It combines good shipping quality with a mild flavor, thus making it popular for either the Commercial Grower or Home Gardener.

It is a delicious table berry that can be enjoyed by people with delicate stomachs to whom an acid berry would be an objection. I know of no better garden berry for table use.

Superb has prominent yellow seeds that not only add to its firmness but also give the fruit a bright appearance when packed for market.

The fruit ripens uniformly from cap to tip. They have no green points.

The blossoms are perfect and have an abundance of pollen which insures a good set of fruit.

What Not to Expect.

After reading of the Everbearers some are led to expect a continuous fall crop just as large as they usually see in the spring. This is not the case. The fall crop is large but picking continues over a longer period than does the spring crop and no extra large quantity is picked at any one time. It must also be remembered that Superb bears only on the parent plant and some of the first set runners the first summer. The Superb is indeed a wonderful berry, but do not expect too much of it. It will not make anyone rich in one season. *But it does offer possibilities not found in any other berry and is worthy the attention of any grower.*

WHAT OTHERS SAY ABOUT THE SUPERB.

Some Unsolicited Testimonials—A Satisfied Commercial Grower

MAPLEHURST GARDENS.

Three Rivers, Michigan, Oct. 21, 1915.

Mr. Willard B. Kille, Swedesboro, N. J.

DEAR SIR: It gives us pleasure to say a few words regarding the 60,000 Superb plants purchased from you last spring. They have been more than satisfactory in every way. While the season as a whole has been very wet, at the time the plants were set we had a hot, dry spell, very unfavorable to newly-set plants. Practically every plant came through all right—we do not think more than 100 plants out of the 60,000 were lost.

Plants were entirely free from disease.

The fruit from these plants, which we started to pick late in August, has surpassed expectations, and has received the highest prices in all markets where shipped. In this respect the Superb plants are at least 100% better than another very popular variety, of which we have a large setting. Next year our entire setting will be confined to Superb.

Again expressing our appreciation of your courtesy and efficient service, and with kindest regards, we remain,

Yours very truly,

MAPLEHURST GARDENS.

Fine Report from a New Jersey Gardener.

Cream Ridge, Monmouth Co., N. J., Aug. 16, 1915.

Mr. Willard B. Kille, Swedesboro, N. J.

DEAR SIR: I received the 100 Superb Strawberry Plants from you last April and planted them as per instructions. I don't suppose you knowing the berries as you do would consider it at all remarkable the way they are growing and the great amount of fruit they are yielding.

I picked the first fruit July 16. About three months after setting the plants. I had berries at that time that measured four and seven-eighths inches (4 7-8 in.) in circumference. I have picked about twelve (12) quarts from these 100 plants in one month and there are more green ones on the vines now than there has been at any other time before.

Plants that were formed by this year's growth, commonly known as "runners," have green berries on at this time. The plants are making, what is considered by all berry men who have seen them, a most remarkable growth. I find the fruit of good size, of a bright deep red and evenly colored, and having a most delicious flavor.

I will say in closing that I take delight in recommending your plants and advise all my friends and others who are looking for plants and want a square deal to give you a trial. The plants I received were extra nice and reached me in good condition by Parcel Post.

Wishing you success in your business, I remain,

Yours truly,

T. E. STEWART.

A Success in Pennsylvania.

Chester County, Pa., Feb. 22, 1915.

Willard B. Kille, Swedesboro, N. J.

DEAR SIR: You had better book me for 2000 Superb plants for April delivery. My 1000 plants bought of you last year done remarkably well from August to December and we sold as high as \$13.00 worth at a single picking. As I remember we had strawberries on Thanksgiving.

Very truly,

CHAS. H. G. SWEIGART.

The Editor of The Rural New Yorker Testifies.

Mr. H. W. Collingwood, editor of the Rural New Yorker, made the following report in the August 14th issue, page 1012:

"This spring we planted 500 Superb plants to test this theory of 'everbearing.' I have been rather skeptical about it. The plants made a good growth and in late June blossoms began to appear. We were told to cut these off, but as we wanted to study the full habit of the berry we let them alone. As a result we have had ripe berries ever since July 4. Most of the plants will show ripe fruit, green fruit in all stages and bloom at the same time. These fruits are picked freely without any effort to keep a record. On July 31 we picked two quarts of good ones. In addition to this the plants are making runners quite freely. I do not feel sure yet of the great commercial importance of these plants but there is no question about their home value. I find that people want berries whenever they can get them—in the season or out of it."

Later, in the Sept. 25, 1915 issue, page 1162, he says:

"We are eating Superb strawberries right along—large, well colored and well flavored. Every garden should contain some of these everbearers."

Berries Covered With Snow.

Michigan, May 4, 1915.

Willard B. Kille, Swedesboro, N. J.

DEAR SIR: The "Superb" plants you sent me last spring have done wonderful last season and I have about 3 acres now and they look good to me. Made last picking November 10th and plenty of berries went under the snow.

Wishing you success, and thanking you for past favors, I remain,

Very truly yours,

HENRY NORTH.

From Old Reliable Farm Journal.

George J. Kellogg, Wisconsin, writing in Farm Journal says:

"After testing twenty kinds of fall bearing strawberries during the past six years, I place SUPERB at the head of the list. This has produced twenty berries that filled a quart."

MAY 1-1916

\$10⁰⁰ a Crate for Strawberries!

Copy of Account Sales of Three Crates of "Superb" Everbearing Strawberries

picked in the open field Sept. 15 and 16, 1914, and sold
on commission in the Dock St., Philadelphia, market.

Returns made daily. All consignments should be accompanied with Invoice

B 2843

Sales by **A. CANCELMO**

Estab. 1870

Produce Commission Merchant

113 DOCK ST.

Philadelphia

Sept 19 1914

For account M

Willard B. Kille
Swedesboro, N.J.

Received

Car No.

Sept 16	1/32	STB	37 1/2			12 00
" 17	2/32	"	35			22 40
						34 40
		Bill Received	Express,			
			Freight,	20		
			Cartage,	15		
			Commission,	344	389	
			Net Proceeds			3051

Last spring every nurseryman in the country sold out of Everbearers. A cry of distress went up for more plants. No price was too high, no variety refused. I had to turn down orders for over a half million Superb plants.

At the opening of a new season we face the fact that the Everbearing Strawberry is not only a commercial success, but that it is the *only berry for the home garden*; and that the demand for plants will be ten times what it was last year. Order early and have plants reserved.

Price on Superb for Spring Delivery.

100 plants \$1.00;

500 plants \$3.50;

1000 plants \$6.00

SEE PLANTS BY PARCEL POST, PAGE 8.

Campbell's Early

It is a pleasure to find a new variety of strawberries. Especially when it is better than the older sorts. Such is the Campbell's Early which we are introducing, this year, to our customers for the first time.

This variety originated in Cumberland Co., New Jersey. We secured 500 plants in the spring of 1914. Plants were large, strong growers and made a good bed of plants under unfavorable growing conditions. Last spring we removed over 2000 of the strongest runners to set a new bed. Those that were left blossomed freely and set a tremendous load of berries. We picked the first ripe berries May 18th. The last picking was made June 16th. They held their size, which runs from medium to large, up to the very last. The total yield was 500 quarts. Of this 322 quarts ripened before June 3rd and 188 quarts after that date. The fruit sold from 8 to 15c. a qt., with 10c. as the average. Fifty dollars from an original setting of 500 plants, together with 2000 new plants removed this spring was much better than most growers did with later varieties.

The Campbell's Early comes in ahead of the main crop berries and finds a ready market. There has been a long felt want for a *really good* early berry. We have tried out a great many varieties in order to find the *one* that would satisfactorily fill this need. We believe we have it in the Campbell's Early. Opinions from Cumberland Co. growers confirm our belief. Two of them follow:

One grower writes Jan. 27, 1914, as follows:

"I picked Campbell's Early Strawberries last year May 17 and received 18c. a qt. for them. They have large red berries with round noses about the size of average Gandy but a far heavier yielder. The berries all grow up, no knotty ones. A good bed maker. The very best early berry I ever saw."

Another grower writes May 28, 1915 as follows:

"Replying to your letter of the 24th. The berries I have been shipping are the Campbell's Early. They are the best early berry we have ever grown here. They are a good bedder and a heavy setter. *They are the only good early berry we have ever found.*

I wrote the above grower asking about an item in one of the Philadelphia papers for May 21, stating that he had shipped 15 crates of strawberries to that market on the 18th of May. This was the first shipment of Jersey berries to the Philadelphia market and fancy prices were received. I was pleased to get his report and to learn they were Campbell's Early.

The Campbell's Early has perfect blossoms. The berries are sweet and good and firm enough to carry well for distant shipping. But not equal to Gandy or Chesapeake in this respect.

Growers who want the earliest berries will not make a mistake by planting this variety.

Our stock of plants of this variety is necessarily limited.

Price for Spring Delivery.

100 plants \$1.50;

500 plants \$6.00;

1000 plants \$10.00

SEE PLANTS BY PARCEL POST, PAGE 8.



Some of Our Berry Pickers

Chesapeake

No select list of strawberries would be complete without including the Chesapeake. Most growers consider this the greatest of all the standard spring fruiting strawberries.

The Chesapeake is a strictly fancy late berry. A remarkable shipper and a still more remarkable seller. It always tops the market. Plants are exceedingly large and stocky, each one capable of bringing to maturity a full set of fruit. Blossoms are perfect and nearly every one makes a berry. The last berries picked are almost as large as the first ones. It is one of the best table berries grown.

The Chesapeake has but one fault. It does not make plants as freely as nurserymen would wish. Because of this fact plants are somewhat higher than other varieties but even at the high prices these plants have been selling there has never been enough to supply the demand. From the growers' standpoint Chesapeake makes plants just about right for good fruit. The plants do not crowd in the row and thus produce small inferior fruit.

Chesapeake is a real moneymaker for the commercial grower, and the pride and joy of the Home Gardener.

Price for Spring Delivery.

100 plants 80c.; 500 plants \$2.50; 1000 plans \$4.00

SEE PLANTS BY PARCEL POST, PAGE 8.

Gandy

Gandy is the standard by which all other varieties are judged. For twenty years it has been the standard late variety and *many growers still consider it the best*. It is too well known to require a lengthy description. The Gandy has been more largely grown in South Jersey than any other variety. It is a very late berry and an extraordinary good shipper. It is still the leading late market berry in all important berry growing centers. It does its best on rather low heavy soil. Not so desirable as Chesapeake for a Home Garden berry.

Price for Spring Delivery.

100 plants 60c.; 500 plants \$1.50; 1000 plants \$2.50

SEE PLANTS BY PARCEL POST.

Plants by Parcel Post.

We ship thousands of plants by Parcel Post with very gratifying success. Where 100 to 300 plants are desired this is the most satisfactory way to send them. Larger quantities should go by express. When packed for shipment 100 plants weigh approximately $4\frac{1}{2}$ pounds. Prices given in this circular do not include postage or transportation charges. When sending your remittance ask your Postmaster what it will cost to send a $4\frac{1}{2}$ lb. package of plants from Swedesboro, N. J., to your office and then add that to the amount you are sending for the plants. For the first two zones the postage on 100 plants is 9c. Where postage is not included plants will be sent by express, charges collect.

TERMS: Cash with order.

REFERENCE: First National Bank, Pedricktown, N. J.

Address all communications to

WILLARD B. KILLE

Swedesboro, N. J.

R. F. D. No. 2.



**I HAVE A LIMITED NUMBER OF
PROGRESSIVE EVERBEARING STRAWBERRY PLANTS
PRICE**

100 PLANTS \$1.25

500 PLANTS \$5.00

1000 PLANTS \$8.00